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National Mango Board Names Weber Shandwick as its Consumer Agency of Record for 2018

Orlando, Fla (October xx, 2017) – The National Mango Board (NMB) has named global communications and engagement agency Weber Shandwick as its new creative consumer agency of record in 2018. The selection follows an agency review initiated by the board of directors earlier this year.

Weber Shandwick will develop integrated marketing and communications campaigns and strategic marketing efforts, including digital programs targeted to increase the consumption of mangos in the U.S. – the NMB’s mission.

“Weber Shandwick brings proven strategic marketing and category expertise that will help the NMB further drive a unifying mango message and call to action that benefits the entire industry as we accelerate the growth of mango consumer demand,” stated Valda Coryat, Director of Marketing at the NMB. “We are hopeful that this new chapter of the NMB will deliver a deeper appreciation for the mango experience in new and exciting ways that brings to life the industry’s passion and vision for mangos.”

“We are thrilled to partner with the NMB to bring the world’s love of mangos to the U.S. We look forward to an outstanding collaboration with the board, its members and growers as we take mangos to the next level together,” said Michael Wehman, Executive Vice President, Client Experience. “We’ll bring our creative muscle and deep food and nutrition expertise to continue to build demand for this superfruit.”

About the National Mango Board

The [National Mango Board](http://mango.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board’s vision, to bring the world’s love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at mango.org.

About Weber Shandwick

Weber Shandwick is a leading global communications and engagement firm in 80 cities across 34 countries, with a network extending to 128 cities in 81 countries. The firm’s diverse team of strategists, analysts, producers, designers, developers and campaign activators has won the most prestigious awards in the world for innovative, creative approaches and impactful work. Weber Shandwick was the only public relations agency included on the Advertising Age Agency A-list in 2014 and 2015 and the only PR firm designated an A-List Agency Standout in 2017. Weber Shandwick was honored as PRWeek’s Global Agency of the Year in 2015, 2016 and 2017, The Holmes Report’s Global Agency of the Year in 2010, 2012, 2014 and 2015 and The Holmes Report’s Global Digital Agency of the Year in 2016. The firm



deploys deep expertise across sectors and specialty areas, including consumer marketing, corporate reputation, healthcare, technology, public affairs, financial services, employee engagement, social impact, financial communications and crisis management, using proprietary social, digital and analytics methodologies. Weber Shandwick is part of the Interpublic Group (NYSE: IPG). For more information, visit www.webershandwick.com.